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JUN 23 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

SMART MOVES

June 24, 1994

Mr. William F. Caton
Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, DC 20554

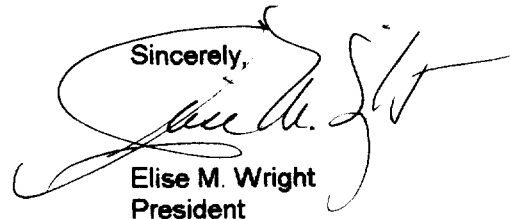
Re: Oral *Ex Parte* Presentation
in Gen. Docket No. 90-314

Dear Mr. Caton:

On Wednesday, June 23, representatives of Women of WirelessSM (WOWSM) met with Commissioner Susan Ness and Rosalyn Allen, Advisor to Commissioner Ness, to discuss the under-representation of women with respect to the above proceeding.

In accordance with Section 1.1206(a)(2) of the Commission's rules, the original and one copy of this letter are being filed with your office. Should any further information be required with respect to this ex parte notice, please contact the undersigned.

Sincerely,



Elise M. Wright
President

cc: Commissioner Susan Ness
Rosalyn Allen

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SMALL BUSINESS: FUNDING WOMEN'S VENTURES

A small-business owner seeking a loan usually approaches a local bank first, hoping to receive conditional approval, and then goes to the SBA for a loan guarantee. But many women don't have the necessary resources to get even a conditional yes from the bank. Now Betsy Myers, director of the SBA's Office of Women's Business Ownership, has initiated a program that "reverses the steps," she says, by allowing the SBA to guarantee the loan before the entrepreneur approaches her local bank. And the agency will look at a business owner's credit history, business plan and ownership profile, rather than rely on more traditional gauges of risk.

By offering guarantees for between 75% and 85% of a bank loan, the SBA hopes to raise the percentage of women receiving agency-backed money from just 8% to 10% to a still-low minimum of 15%. "Access to capital is the No. 1 problem that women business owners face,"

says Myers, who started a pilot program early this year in Chicago and has since begun others in cities including Albuquerque, Charlotte, Columbus, Denver, Louisville, New Orleans, Salt Lake City and San Francisco. "We're trying to help get more money into their hands."

Assistant VP Chester Riske of First Chicago is sure the program will work. "It should definitely streamline the process," he says, "since the guarantee is a form of collateral that lessens the

bank's risk."

Meanwhile, the private sector is also getting into the act. Stamford, Conn.-based GE Capital's nine-month-old Community Small Business Development program is aimed at injecting money into promising but underfinanced ventures in urban areas on the East Coast. Noting that minority- and women-owned ventures are "particular soft spots," Teresa Baum, associate director of CSBD, says "the ideal candidate demonstrates job creation or provides a substantive service to the community." Baum explains that, with roughly 40 deals in the works and loans ranging from \$250,000 to \$2 million, her group provides "creative structuring" for repayment schedules, based on individual circumstances. GE Capital expects the program to be profitable and hopes that other companies will follow its lead.

—Holly Yeager



THIS IS OUR LIFE: WOMEN'S HISTORY ON TV

The history of the modern women's movement is coming to the small screen—twice. This month, Turner Broadcasting reaches living rooms with a six-hour series, *A Century of Women*. Narrated by such stars as Candice Bergen, Laura Dern, Sally Field, Jodie Foster and Meryl Streep, the series features feminist heroines like Gloria Steinem, Donna Karan, Sen. Barbara Boxer and Hillary Rodham Clinton.

The Second Wave, a four-part program covering the evolution of the women's movement in the U.S. from 1964 to 1990, is

more of a populist effort. The series, expected to air next year, is backed by a \$500,000 Ford Foundation grant but has a \$1.7 million price tag. It is to be produced by Women Make Movies, a New York-based organization devoted to making and distributing films and videos by and about women, and by Sagebrush Productions, a nonprofit company that produces educational films. Work on the program, which project head

Terry Lawler describes as "the women's movement's equivalent of the [civil-rights documentary] *Eyes on the Prize* series," started this spring, and a nationwide search for photos, 8mm home movies and videos documenting the movement is under way. Copies, not originals, should be sent to Terry Lawler, Executive Producer, Women Make Movies, 462 Broadway, Suite 506, New York, NY 10013.



Star power:
Donna
Karan
(above) and
suffragists
make
airwaves

BREAKING THROUGH: ATTENTION, UPSCALE SHOPPERS



A former rock climber and mountaineering coach for Outward Bound, Candice Carpenter is used to going straight to the top. So when she

had a few ideas about the future of interactive TV, she sent them straight to QVC chair Barry Diller. He was impressed enough to reply immediately—and to name her president of his new home-shopping channel, Q2, launched in May.

Carpenter, 42, isn't exactly a broadcasting novice. In less than four years at Time Warner, she helped build Time-Life Television and Video from a fledgling \$6 million start-up to a \$100 million operation. She switched to Q2, she says, because "I was ready for an adventure, and working with Barry seemed like it would be one." In addition to taking on her old com-

pany, with its new Spiegel/Time Warner Catalog 1 effort, Carpenter is vying for market share in the suddenly crowded \$3 billion home-shopping arena, which includes shows under development at Nordstrom and Macy's. Q2, following Carpenter's suggestion that it create a strong identity, will aim to stand out by being a cross between a specialty store and a mail-order catalog, spiced with lots of advice—sort of a J. Crew Meets Martha Stewart. The network will run 30-minute theme shows, with subjects such as how to babyproof your kitchen and how to throw a dinner party. The target audience: active, upscale types in their mid-20s to mid-40s with incomes of \$40,000 or more. To date, this group hasn't been part of the home-shopping crowd, but for Carpenter, who spent years scaling cliffs, venturing into home-shopping retail is just a trek to a different frontier. —Francine Hermelin